

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

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In re Patent Application of:  
Scholl et al.

Application No.: 10/748,759

Confirmation No.: 2699

Filed: December 30, 2003

Art Unit: 3622

For: METHOD AND SYSTEM FOR  
GENERATING AND PLACING KEYWORD-  
TARGETED ADVERTISEMENTS

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Examiner: Y. Retta

**AMENDMENT IN RESPONSE TO NON-FINAL OFFICE ACTION**

MS Amendment  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Sir:

**INTRODUCTORY COMMENTS**

In response to the Office Action dated April 4, 2007, please amend the above-identified U.S. patent application as follows:

**Amendments to the Claims** are reflected in the listing of claims which begins on page 2 of this paper.

**Remarks/Arguments** begin on page 8 of this paper.